

ASI Solutions acquires Sydney & NZ based IT Enterprise Provider BEarena

ASI Solutions is delighted to announce that in another step in its growth strategy, it has completed the acquisition of BEarena.

BEarena is an ANZ based specialist provider focusing on Virtual Infrastructure, Public and Hybrid Cloud Solutions, Managed Services, and Back-up & Disaster Recovery platforms. They have a strong portfolio of enterprise customers, based on excellent working relationships, within the Cloud Enterprise space.

Operating out of Sydney, the two founders and directors Darren Ashley and Kirstie Elderfield will remain in the business and expanding their roles to work with the wider ASI Solutions team. BEarena has offices in Sydney, Auckland and Wellington. "We have identified BEarena as a leader in Enterprise Cloud technology with a long history of bringing leading enterprise vendors into Australia and now New Zealand" says Nathan Lowe, ASI Solutions' Managing Director, "and BEarena's strong NZ presence and consistent growth allows the business to expand our offerings into the New Zealand market.

"The acquisition will give ASI access to additional enterprise businesses to grow our Cloud Services portfolio along with additional managed service growth" explains Lowe, "and will give us the additional volume to provide scale to our product and managed services offerings." ASI Solutions will integrate BEarena quickly providing further support to the services range that they have offered. "We have made this acquisition because of BEarena's team, relationships and market leader status. There are not too many organisations in Australia who have got the history in cloud like they do.", explains Lowe, "and we plan to preserve and learn from BEarena's knowledge and client relationships in the enterprise space.

BEarena NZ will operate independently, keeping the BEarena name and becoming an ASI Solutions Company. This ensures continuity for NZ customers and allows them to leverage the ASI Solutions resources, scale and product offerings.

Darren Ashley explains "BEarena's success has been based on selection of products that solve our customers' challenges in a simple and cost-effective way, delivered by a team that has a maniacal drive for customer service and excellence. Therefore, when working with partners we have always looked for the same qualities to guarantee the experience to our customers, and to complement our existing resources. In ASI we see all the same qualities, but at scale. This is key to BEarena's existing customer base as our growth over the last thirteen years has generated a huge amount of opportunity, which we can now address with the ASI acquisition. Further, our current customer base has almost no overlap, as with our catalogue of services meaning we can deliver more services to our existing and new clients with zero friction. All these factors clearly illustrated ASI as the perfect partner for BEarena, and both the management team and our customers are extremely excited for the future within the new group."

About ASI ASI Solutions is a business technology and IT solutions provider, offering hardware, software, consultancy, and managed services. A family owned and run company since 1985, ASI has over 130 staff (before the acquisition) in New South Wales, ACT, Queensland, Victoria, West Australia and South Australia, providing technology solutions to the Education, Government, Corporate, Retail and Health sectors.

About BEarena BEarena is an ANZ based IT Services organisation, focused on Hyper-Converged Infrastructure, Public and Hybrid Cloud Solutions, managed services and Disaster Recovery platforms. Operational since 2007, teams in both Australia and New Zealand service Enterprise government and corporate clients.

*Acquisition transaction value non-disclosed

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